

FOR IMMEDIATE RELEASE

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CHECK OUT GLENDALE CHANNEL 11 AT THE CHECKOUT LANE

GLENDALE, Ariz. – Glendale Channel 11 is reaching new audiences with unprecedented promotional opportunities in one of America's largest retail stores.

Wal-Mart and the city of Glendale have partnered to place the city's community calendar of events on TV monitors in the checkout aisles. In addition, customers will also have the opportunity to watch two 30-second videos produced by Glendale 11. This is an expansion of the advertising program coordinated by Glendale's Office of Tourism.

The videos, which are part of a promotional campaign called "This is Glendale," profile city employees on the job. The two videos to be featured at Wal-Mart include a city firefighter and life guard. Each employee talks about their job and why they work for Glendale. They'll air for one-month at Wal-Marts in Glendale.

"This is an innovative opportunity to reach out to residents and visitors, shopping at local Wal-Mart stores to provide community event information, as well as showcasing city employees and the role they play in Glendale 24-hours a day," said Julie Frisoni, Communications Director for city of Glendale.

Glendale 11 airs on Cox and Qwest Channel 11, 24-hours a day, seven days a week. For a complete TV schedule, visit www.glendaleaz.com/glendale11. For more information on upcoming city events,

visit www.glendaleaz.com



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